2042390405

Club Benson + Hedges

LBCo Creative Dev'l Status Report

Category	Item	Description	Status	Next Step	Drop Dead Dates
Direct Mail	Invitation	Postcard mailed to local area 100s smokers inviting them to State Fair.	• A&K final 12/23/94	• Mailing begins 1/9/95	12/23/94
Event Grounds	Bus	Open air double decker bus with awning.	• New comp 1/6/95	• A&K to follow ASAP	1/10/95
	Entry kiosk	5'x5'x10' entry kiosk used for survey distribution.	• Comp approved	• A&K due 1/5/95	1/9/95
	Pack podium	Survey collection and welcome station.	• Comp approved • Dimensions being confirmed w/ Derse	• A&K due 1/5/95	1/9/95
	Smoking bars	Unique "bar/cocktail" style table used within event grounds.	• New comp due 1/3/95	• A&K to follow ASAP	1/9/95
	Food carts	Both hot and cold style food distribution centers.	• Dimensions due from GMR	• Comp to follow ASAP after receipt of dimensions	1/9/95
	Video monitor	Nine screen video wall used to deliver entertainment/information.	• New comp due 1/3/95	• A&K to follow ASAP	1/9/95
	Umbrellas	Large free standing branded umbrellas.	• Comp approved • Color to be finalized	• A&K due 1/5/95	1/9/95
	Support vehicle	Used as storage in hauling vehicle inter- and intra- markets.	• Comp due ??? • Only if time avail.	• A&K to follow	1/9/95
	Bus Shelters	Used in conjunction with fencing to establish event grounds.	• Ship legs of frame to Derse ASAP	• Finalize with PM # and which ads available	1/9/95
Support Materials	Matchbox	Standard Club Benson & Hedges logo-ed matchbox used throughout event	• A&K final 12/21/94	• PM Purchasing to handle production	12/23/94
	Ashtray	Ceramic Club Benson & Hedges logo-ed ashtray used throughout event grounds.	• A&K final 12/21/94 • Not available for Tampa	• PM Purchasing to handle production	12/23/94

- As of: 7/30/96
- Shaded item indicates completed project

Source: https://www.industrydocuments.ucsf.edu/docs/htgm0004

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Category	Item	Description	Status	Next Step	Drop Dead Dates
Support Materials	Napkin	Standard size cocktail napkin with Club Benson & Hedges logo.	• A&K final 12/21/94	• PM Purchasing to handle production	12/23/94
	Duty free bag	Plastic bag given to consumer at sampling /merchandising booth to carry "goodies".	• A&K final 12/21/94	• PM Purchasing to handle production	12/23/94
	Syrofoam cup (6oz.)	Cup to be used for both hot and cold beverage service.	• PM Purchasing securing sample /dimensions	• Comp and A&K ASAP.	???
	Table-tent	Table "centerpiece" to be placed around event grounds featuring "Emaphty" executions.	• PM and LBCo discussed needs	• Comp available ???	???
	"Empathy" postcards	Take-one pieces featuring all "Empathy" ads which consumers can self-select desired executions.	• Comp approved	• A&K available ???	???
	Club Benson & Hedges credit card	Credentials card given to consumer once completed survey is received - used to gain portable ashtray, free beverage, and readmittance to event grounds.	• GMR, PM Events and Brand discussing necessity	• Comp available ???	???
	Discount coupon folder	Folder given to consumer at merchandising table filled with discount coupons from local area restaurants etc.	• GMR, PM Events and Brand discussing necessity	• Comp available ???	???
	T-shirt envelope	Envelope similiar to "check cashing" program envelope which makes servers t-shirts avialable to consumers.	• PM and LBCo dicussed • Three t-shirts - train, statue, taxi	• Comp & A&K due ASAP • PM purchasing to produce consumer quantities	Late Feb.

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Category	Item	Description	Status	Next Step	Drop Dead Dates
Staff Uniforms	Aprons	Black Club Benson & Hedges logoed service aprons worn by food and beverage	• A&K final 12/21/94	• PM Purchasing to handle production	12/23/94
	T-shirts	"Empathy" ad graphics featured on back of t-shirt worn by all staff members.	• Comps approved • Brand finalizing # of graphics	• A&K due ASAP • LBCo to produce Tampa servers quantity	???
Name Generation	Survey	Name generation vehicle completed by consumer prior to entering event grounds.	• Brand/LBCo det. req. • May produce with Discount for > efficiencies	• Meeting to determine needs 1/3/95 at 1:00PM	1/13/95 (?)
	Rapid Response Mailing	Thank you (inclusive of coupons) sent to consumers who visit event grounds.	• Brand to provide brief by 12/30/94	• Comp to follow	2/10/95
Concert	Banners	Banners used to decorate Expo hall during Neville Bros. concert.	• GMR to provide specific needs	• Comp to follow	1/27/95
Sculptures	Sculptures	Alternative out of home executions used throughout Tampa area during Club Benson & Hedges time in market.	• LBCo to determine feasibility of sculptures being available for Tampa	• Brand to work with Tampa sales re: placement in mkt.	???

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